

Performance Management in Digital Age: Opportunities and Challenges

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Abstract: Performance management has been transformed along with every other facet of business operations by the arrival of the digital age. This study examines how digital technology is changing performance management procedures and highlights the potential and difficulties this shift brings. Many advantages come with the transition to digital performance management, such as better data collection and analysis, expanded feedback and communication channels, automated regular procedures, customized development plans, and support for remote and hybrid work environments. But there are challenges associated with this change. Significant hurdles include the requirement to preserve a human touch, technology integration issues, data privacy and security concerns, change management difficulties, and the risk of over-relying on technology. This article offers insights and best practices for managing performance in the digital age by looking at these opportunities and challenges.

Key words: performance management, digital age, opportunities and challenges

1. Introduction

Performance management refers to a process that make employees working hard aligning with the organizational goals continuously under the monitor of management department (Anvari & Janjaria, 2023). It plays a crucial part for organizational success. With the development of technology, it, to some extents, shapes the business modes and has an influence on emerging business in the global context. Obviously observed (Meyer et al., 2023). are the communication tools, like facebook, wechat and so on. These tools make the world connected as a whole and it also make the data collecting become easier. Since business expansion or success needs to catch up the trend of technology, so in digital era, performance management should also learn how to make full use of technology to monitor employee's performance efficiently.

As we all know, technology is a double-edged sword with advantages and disadvantages respectively. From the aspect of performance management, using technology can reduce the time on checking attendance for employees, like Dingtalk, which is a working platform on recording sales indicators, administrative approval for legal leaves and commutation tools etc. (Song, 2023) On that note, it can improve the working efficacy and save procedural time. However, there are still some shortcomings needs to be overcome like the technological and informational gaps among multigeneration. (Alam et al., 2024) For example, aged employee has a slower learning and operating process that young ones. Therefore, it may cause the low morale of aged employees and directly lead to a negative working environment. Therefore, this research mainly explores that the best practices on the balance of challenges and opportunities in performance management by using technology.

2. Methodology

The comparison method was utilized in collecting different answers in a fashion design company that the ages of employees ranged from 18 years old to 51 years old. The sample size is 21 and their answers toward the digital drawing tools. A questionnaire of 12 items was used to collect data from the respondents with weighted mean on what challenges or opportunities did you find in adapting and using digital drawing tools?

3. Results and discussion

After the survey conducted, the answers were summarized like that:

- Challenges: unfamiliar with the technology; taking much time in learning; feeling disappointment without progress etc.
- Opportunities: increasing the working efficiency than traditional drawing by hands; more flexible match in colors and shapes; more possibilities to realize the dream design etc.

As mentioned by (Pahos et al., 2024), aging people has difficulty in adapting and learning new technology. However, aging employees, as a precious asset in human resources level, have more experience in the certain areas than young one. Therefore, training programs for aging employees are necessary and this can also make contribution on their morale and working engagement and then become more productively. On the other hand, the advantages of technology cannot be ignored, since it greatly boosts the working productivity than traditional way. In another words, (Lewandowski & Cirella, 2023) through the provision of tools that facilitate more effective work processes and better time management, technology increases employee productivity. Automation software takes care of time-consuming and repetitive tasks, allowing staff members to focus on high-priority projects that call for creativity and critical thinking.

4. Conclusion

In summary, with the advantages and challenges brought by technology, performance management should adjust its own functions and measures to grade difference ages of employees, so that it can stimulate their working efficiency and create a healthy and positive working environment.

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